

F1G. 1A

F1G. 1B

	4/12								4.2	1 (5	
Status										•••	٠٤
e-mail Address										• • •	
TRADE/ SERVICE MARKS	POWER MAC.		CREST	ZANTAC, ZANTAC 75			KODAK			• • •	SONY
UNIFORM RESOURCE LOCATOR (URL)	http://www.power./pc		http://www.tooth.p./pc	http://www.zantac./pc			http://www.kodak./pc			• • •	http://www.sony.com./pc
PRODUCT DESCRIPTION	POWER MAC. 7600/120 PERSONAL COMPUTER		TOOTH PASTE	ACID REDUCER			FILM PROCESSING			•	PERSONAL COMPUTER
REGISTRANT'S NAME	APPLE COMPUTER, INC. CUPERTINO, CALIF.		PROCTOR & GAMBLE	WARNER WELCOME			KODAK, INC.			•••	SONY, INC.
N S / d I	7/18908/17674/0		0/373/100/6	3/12547/68404/0			0/00005/17643/4			• • •	0/27242/51057/9

F1G.2A1

(a)

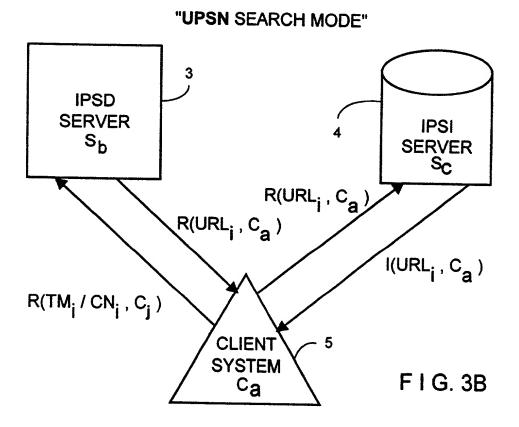
	 	5/12		
PRODUCT ADVERTI- SEMENT INFORMATION FIELD			• • •	
MISCELLA- NEOUS INFORMATION FIELD			•••	
PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS NFORMATION INFORMATION FIELD FIELD		,	•••	
PRODUCT INCENTIVE INFORMATION FIELD			• • •	
PRODUCT WARRANTY / SERVING INFORMATION FIELD			• • •	
PRODUCT UPDATE INFORMATION FIELD			• • •	
URL; SPECIFICATION UPDATE INFORMATION FIELD FIELD			•••	
URL			• • •	

F I G. 2A2

STATUS							
E-MAIL ADDRESS						• • •	
TRADE/SERVICE MARKS	NETSCAPE, NAVIGATOR		QUAKER	COCA - COLA, COKE	GEFFEN	•••	
PRODUCT DESCRIPTION	INTERNET NAVIGATOR		OATMEAL	COLA SODA	PAT METHANY AUDIO CD	•••	
REGISTRANT'S NAME	NETSCAPE COMMUNICATIONS CORP.		QUAKER, INC.	COLA COLA, INC.	WARNER BROS.	•••	
IP/SN	7/05089/37460/7		0/30000/01020/4	0/496/390/1	0/7599/24245/2	•••	

FIG. 2B

## IPSD SERVER Sb IPSI SERVER SC R(URLi, Ca) R(URLi, Ca) R(URLi, Ca) R(URLi, Ca) FIG. 3A



CLIENT C<sub>a</sub> REQUESTS IPS DIRECTORY SERVER TO PROVIDE

A REGISTERED URL; IN RESPONSE TO THE UP/SN;

PROVIDED WITH THE CLIENT REQUEST

3 .

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE UP/SN; IF SO, THEN THE IPS
DIRECTORY SERVER SENDS THE URL; TO CLIENT Ca;
IF NOT, THEN THE IPS DIRECTORY SERVER RECORDS
THE URL - REQUEST FOR FUTURE REGISTRATION REQUEST OPERATIONS WITH THE COMPANY
RELATED TO THE UP/SN; SENT BY CLIENT

C.

CLIENT SYSTEM C<sub>a</sub> RECEIVES URL<sub>i</sub> FROM
THE ISP DIRECTORY SERVER AND THEN REQUESTS
THE IPS INFORMATION SERVER IDENTIFIED BY THE URL<sub>i</sub> TO
PROVIDE P/S INFORMATION LOCATED AT THE URL<sub>i</sub>

"IPSI FINDER MODE (FIG. 3A)"

FIG. 4A

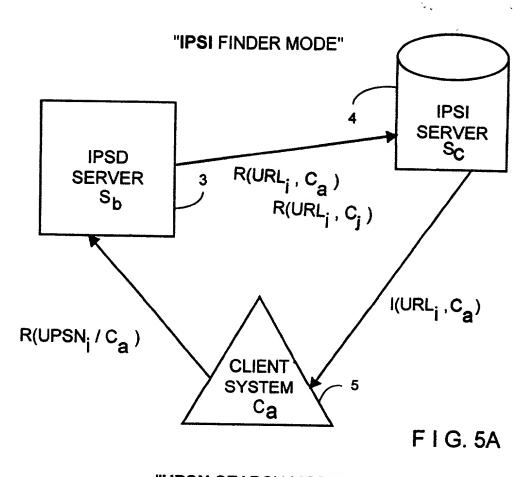
CLIENT SYSTEM  $\mathbf{C_a}$  REQUESTS IPS DIRECTORY SERVER TO PROVIDE A REGISTERED  $\mathbf{URL_i}$  IN RESPONSE TO A TRADEMARK, SERVICEMARK, AND/OR COMPANY NAME (  $\mathbf{T/SM_i}$  ) PROVIDED WITH THE CLIENT REQUEST

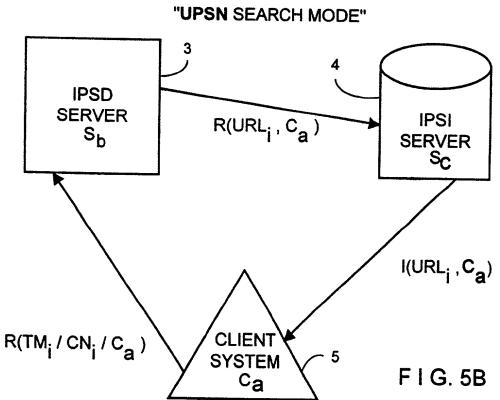
IPS DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE T/SM; IF SO, THEN THE IPS
DIRECTORY SERVER SENDS THE URL; TO CLIENT Ca;
IF NOT, THEN THE ISP DIRECTORY SERVER RECORDS
THE URL - REQUEST FOR FUTURE REGISTRATION REQUEST OPERATIONS WITH THE COMPANY
RELATED TO THE T/SM; SENT BY CLIENT SYSTEM Ca

CLIENT SYSTEM C<sub>a</sub> RECEIVES URL<sub>i</sub> FROM
THE IPS DIRECTORY SERVER AND THEN REQUESTS
THE IPS INFORMATION SERVER IDENTIFIED BY THE URL<sub>i</sub> TO
PROVIDE P/S INFORMATION LOCATED AT THE URL<sub>i</sub>

"UP/SN SEARCH MODE (FIG. 3B)"

FIG. 4B





CLIENT C<sub>a</sub> REQUESTS IPS DIRECTORY SERVER
TO PROVIDE A REGISTERED URL; IN REGISTERED URL;
IN RESPONSE TO THE UP/SN; PROVIDED WITH THE CLIENT
REQUEST

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE UP/SN; IF SO, THEN THE IPS
DIRECTORY SERVER SENDS THE IPS INFORMATION SERVER
HOSTING THE URL; A REQUEST FOR THE IPS INFORMATION
SERVER TO SEND P/S INFORMATION AT THE URL; TO THE
CLIENT SYSTEM Ca; IF NOT, THEN THE IPS DIRECTORY
SERVER RECORDS THE URL - REQUEST FOR FUTURE
REGISTRATION - REQUEST OPERATIONS WITH THE
COMPANY RELATED TO THE UP/SN; SENT BY THE CLIENT
SYSTEM Ca

THE IPS INFORMATION SERVER RECEIVES THE  ${\bf URL_i}$  FROM THE IPS DIRECTORY SERVER AND THEN PROVIDES THE P/S INFORMATION IDENTIFIED BY THE  ${\bf URL_i}$  TO THE CLIENT SYSTEM  ${\bf C_a}$ 

"IPSI FINDER MODE (FIG. 5A)"

CLIENT  $\mathbf{C_a}$  REQUESTS IPS DIRECTORY SERVER TO PROVIDE A REGISTERED  $\mathbf{URL_i}$  IN RESPONSE TO A TRADEMARK, SERVICE MARK, AND/OR COMPANY (T/SM;) PROVIDED WITH THE CLIENT REQUEST

IPS DIRECTORY SERVER DETERMINES IF A URL; HAS BEEN REGISTERED WITH THE T/SM; IF SO, THEN THE IPS DIRECTORY SERVER SENDS THE IPS INFORMATION SERVER HOSTING THE URL; A REQUEST FOR THE IPS INFORMATION SERVER TO SEND P/S INFORMATION AT THE URL; TO THE CLIENT SYSTEM Ca; IF NOT, THEN THE IPS DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION - REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE UP/SN; SENT BY THE CLIENT SYSTEM Ca

THE IPS INFORMATION SERVER HOSTING THE URL;
RECEIVES THE REQUEST FROM THE IPS DIRECTORY
SERVER AND THEN PROVIDES THE PIS
INFORMATION IDENTIFIED BY THE URL; TO THE CLIENT
SYSTEM C2

"UP/SN SEARCH MODE (FIG. 5B)"